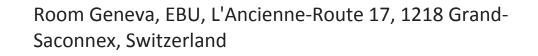# Overview

| | |
|---|---|
| 10:00 - 13:00 | RadioDNS Members' Session |
| 13:00 - 14:00 | Lunch / Conference Registration |
| 14:00 - 14:30 | RadioDNS Open Session<br>What RadioDNS achieved in 2014 |
| 14:30 - 15:10 | Hybrid Radio Around the World |
| 15:10 - 15:25 | Coffee Break |
| 15:25 - 16:00 | Hybrid Radio In-Car |
| 16:00 - 16:25 | Hybrid Radio In Smartphones |
| 16:25 - 17:00 | RadioDNS 2015 Forecast and News |
| 17:00 - 18:00 | Demos and Networking Drinks |

**EBU** Room Geneva, EBU, L'Ancienne-Route 17, 1218 Grand-Saconnex, Switzerland

# Members Only Agenda 2015

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| **10.00 - 10.05  Welcome to the Ninth General Assembly**<br>**Mathias Coinchon, Secretary** |
| Welcome, an outline of the day and an introduction to RadioDNS. |
| **10:05  - 11:15  Review of 2014**<br>**Nick Piggott, Chair and Mathias Coinchon, Secretary** |
| The Chair and Secretary will look back on a successful year of and review some important milestones and the strategic objectives behind them.<br>The three active Working Teams (RadioEPG, RadioTAG and RadioWEB) will present detailed reports on their activities in 2014 and plans for 2015. |
| **11:15 - 12:15  Member's Organisational Business**<br>**Nick Piggott, Chair and Mathias Coinchon, Secretary** |
| Approval of Minutes of the 8th General Assembly<br>Review and Approval of 2014 Accounts<br>Review and Approval of Steering Board decisions<br>Steering Board 2015/2016 Elections |
| **12:15 - 13:00  2015 Strategy, Projects and Budget**<br>**Nick Piggott, Chair** |
| RadioDNS 2015 Strategy, Projects and Budget<br>Members' Review and Approval |
| **13:00 - 14:00  Networking Lunch and Coffee** |

# Conference Programme

### 14:00 - 14:30  RadioDNS Review of 2014
### Nick Piggott, Chair and Mathias Coinchon, Secretary

RadioDNS achieved some significant milestones in 2014. The Chair and Secretary will present those achievements, and the Leaders of the Working Teams (RadioEPG,RadioTAG and RadioWEB) will explain their projects.

### 14:30 - 15:10  RadioDNS & Hybrid Around the World

**Challenges and Opportunities - Hybrid Radio and European Commercial Radio**
**Vincent Sneed, AER**

What are the biggest opportunities that Hybrid Radio can bring to European private radio stations? Vincent Sneed is Manager of the Association of European Radios - a Europe-wide trade body representing the interests of over 4,500 private/commercial radio stations across the EU27 and in Switzerland.

**Germany - a Hybrid Radio update from one of Europe's largest radio markets**
**Sebastian Artymiak, VPRT**

**Presenting the visual radio case for sports broadcasting in Europe**
**Michael Barroco, EBU**

**Australia - Preparing for Hybrid Radio**
**Kath Brown, CRA**

# Conference Programme

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| **15:25 - 16:00  Hybrid Radio In-Car** |
| **Visteon - An OEM Perspective on Hybrid Radio**<br>**Tobias Wallerius, Visteon** |
| **RadioPlayer Prototype Car Hybrid Radio**<br>**Michael Hill, Radioplayer**<br><br>Released late last year to much interest, what has been the reception to this Prototype device, which scans DAB, DAB+, FM, and internet sources, automatically selecting the best platform to deliver any station? Michael Hill, Managing Director of Radioplayer, updates us on progress. |
| **16:00 - 16:25  Hybrid Radio In SmartPhones** |
| **The Universal Smartphone Radio Project - an update for 2015**<br>**Mark Friend, BBC**<br><br>The Universal Smartphone Radio Project is promoting the inclusion of broadcast radio in Smartphones, openly accessible through a standardised API |
| **Content in Hybrid Radio**<br>**Paul Brenner, NextRadio**<br><br>The importance of Content in Hybrid Radio is paramount. Paul Brenner, SVP/Chief Technology Officer for Emmis Communications Ltd explains why, and illustrates how content contributes to both NextRadio and TagStation's success in the USA. |

# Conference Programme

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| **16:25 - 17:00  RadioDNS 2015 Forecast and News** |

**Project Logo**
**Mathias Coinchon, EBU**

Project Logo is our project to help radio stations make their meta-data available to the RadioDNS standards. Mathias will explain why radio stations should join Project Logo, and who can help them.

**RadioDNS Test and Development Platform**
**Andy Buckingham, togglebit**

The Test and Development platform will allow broadcasters and manufacturers to check that their platforms and devices are following the RadioDNS technical standards.

**Trademarks and Certifications**
**Nick Piggott, RadioDNS**

Nick will explain why RadioDNS is registering trademarks, and the process that broadcasters and manufacturers will go through to be able to use those trademarks.

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| **17:00 - 18:00 Demos and Networking Drinks** |

Join us for a drink, to network, and to look a hybrid radio demos